

Message Text

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PAGE 01 MILAN 01906 041431Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 CIAE-00 INR-07 LAB-04 NSAE-00
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EO 11652: NA
TAGS: BEXP IT
SUBJ: MULTI-STATE MACHINE TOOL CATALOGUE SHOW, NOV 28-29, 1977

1. CENTER HAS JUST CONCLUDED HIGHLY SUCCESSFUL MACHINE TOOL CATALOGUE SHOW BSP SPONSORED BY STATES OF OHIO, MICHIGAN, AND ILLINOIS. CATALOGUES OF 51 NTE OR NTM COMPANIES SEEKING ITALIAN AGENTS WERE DISPLAYED AT CENTER BY BRUSSELS-BASED REPS OF ALL THREE PARTICIPATING STATES. SHOW WAS "DOUBLE FIRST" FOR MILAN CENTER: FIRST CATALOG SHOW AND FIRST EXPERIENCE IN WORKING ON SHOW BASIS WITH EUROPEAN REPS OF US STATES.

2. ATTENDANCE BY ITALIAN MACHINE TOOL AGENTS (LARGELY MILAN-BASED) WAS PARTICULARLY GRATIFYING, AND ELICITED MUCH FAVORABLE COMMENT FROM STATE REQS, WHO INTERVIEWED TOTAL OF 120 POTENTIAL AGENTS FOR THEIR STATE'S FIRMS ON BOTH APPOINTMENT AND WALK IN BASIS. RESULTS THIS PROMOTION WILL TAKE TIME TO ASSESS, SINCE STATES MUST NOW REFER AGENT QUERIES AND CONTACTS BACK TO THEIR "PRINCIPALS" TO BEGIN THE MATCHMAKING PROCESS. NONETHELESS ALL STATE REPS WERE CONFIDENT THAT MOST OR ALL THEIR COMPANIES WOULD LOCATE ITALIAN AGENTS AS RESULT OF THIS PROMOTION.

4. FOLLOWING IS STATE-BY-STATE RECAP OF RESULTS.

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MICHIGAN: REPRESENTED 18 NTM/NTE FIRMS WHICH DREW 39 VISITORS HAVING INTEREST IN 83 FOLLOW-ON CONTACTS. ACCORDING TO STATE REP CHARLES BESTERMAN THE QUALITY OF VISITORS WAS VERY HIGH AND THEIR NUMBERS WERE IMPRESSIVE. SHOW (QTE) HIGHLY SUCCESSFUL - COULDN'T HAVE BEEN BETTER (END QTE).

ILLINOIS: REPRESENTED 28 NTM/NTE COMPANIES AND RECEIVED 63 VISITORS

HAVING 180 INTERSTS IN FURTHER CONTACTS. DIANE YOST (QTE) IMPRESSED BY QUALITY OF VISITORS AND LOOKING FORWARD TO HIGH RATE OF AGENCY AGREEMENTS (END QTE).

OHIO: REPRESENTATIVE WALTER BIRGE HAD CATALOGUES OF 5 AGENT SEEKING COMPANIES AND SAW 18 ITALIAN AGENT VISITORS.FINA

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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
Disposition Reason:
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